

Summertime at Seattle Center

Connecting our Communities through Activities and Attractions



Summer Highlights – SCP Community Events

- Free Ice Skate at KeyArena, June 4, drew a maximum capacity audience of people from all backgrounds and levels of experience
- Garfield and Roosevelt High School Jazz Bands celebrated their Ellington Competition victories with a community concert, June 9, at Marion Oliver McCaw Hall
- We were honored to serve our grieving community by opening KeyArena and helping to produce the memorial service for the Fremont fire victims
- Seattle Center Festál and Bastille Day partnered with the Seattle Sounders to host a viewing of the World Cup Championship Match in Fisher Pavilion
- KEXP and Seattle Center Presents Concerts at the Mural attracted thousands with 4 Friday concerts and an all-day BBQ in August
- In the rain, 200 people turned out to see *The Princess Bride* at Movies at the Mural
- Gladys from Mill Creek rode a bus to SC every week for 3 months to participate in the Tai Chi class offered as part of our Summer Fitness program (along with yoga)
- Community Created Events: Youth and Family Congress, June 5; Party for Peace – All City Teen Dance, June 22; Our World at War Exhibit, June 25 – Aug. 15; Naturalization Ceremony July 4; Hispanic Seafair Festival, July 25; The World of Puppetry – Treasures from the Cooks/Marks Collection, NW Puppet Center, July 22 – Aug. 3



Public Programs Presented this Summer

- 6/1 Summer Fitness (Tuesdays & Wednesdays), **Attend.** = 220
- 6/2 MusicianCorps Seattle Year-End Showcase & Thank You, **Attend.** = 150
- 6/3 Folk Dancing (Mondays & Thursdays), **Attend.** = 520 and Skate Like a Girl & Seattle Center present Ladies Night (Thursdays), **Attend.** = 290
- 6/4 Teen Night at Seattle Symphony, **Attend.** = 50 and Free Ice Skate at KeyArena, **Attend.** = 1800
Roots of Empathy Baby Celebration, **Attend.** = 150
- 6/5 Skate Like a Girl & Seattle Center present 12 & Under Skate (Saturdays), **Attend.** = 130
Pagdiriwang Philippine Festival, **Attend.** = 4000
- 6/9 Seattle Center Presents Garfield and Roosevelt High School Jazz Bands in Concert:
Essentially Ellington Competition, **Attend.** = 825
- 6/12 Spirit Walk, **Attend.** = 200 and Festival Sundiata - African-American Festival, **Attend.** = 2500
- 6/15 Grand Opening of Theater Commons & Dedication of Donnelly Gardens, **Attend.** = 300
Grand Opening of Center Square
- 6/18 Fremont Fire Memorial, **Attend.** = 3500
- 6/19 Iranian Festival, **Attend.** = 2000
- 6/21 Skate Like a Girl & Seattle Center present Go Skate Day, **Attend.** = 300
- 6/22 All City Teen Dance: Party for Peace, **Attend.** = 500
- 6/25 Our World At War: Photojournalism Beyond the Front Lines, **Attend.** = 1000
Michael Jackson Music Tribute
- 6/26 Country Pride, **Attend.** = 100
- 6/29 Open House - Dexter Ave Improvement, **Attend.** = 100
- 7/4 Naturalization Ceremony, **Attend.** = 2000
- 7/6 X Marks the Sound (Various Dates)
- 7/7 Fun Forest Redevelopment Community Meeting, **Attend.** = 300
- 7/8 Seattle Center & EMP present SummerSound, **Attend.** = 400
- 7/11 Bastille Day - A French Celebration, **Attend.** = 2500



Public Programs Presented this Summer, cont.

- 7/23 Community Square Dance, **Attend.** = 200
The World of Puppetry: Treasures from The Cook/Marks Collection, **Attend.** = 750
- 7/24 International Fountain Featured Music: Mashup the Fountain
- 7/25 Hispanic Seafair, **Attend.** = 4000 and BrasilFest Rehearsal, **Attend.** = 50
- 7/26 Seattle League of Arts Exhibit in Center House
- 7/27 Seattle Youth Violence Prevention Initiative Retreat, **Attend.** = 25
- 7/31 Alaska Airlines Seafair Torchlight Parade Start, **Attend.** = 600
- 8/1 Wooden O Shakespeare in the Parks, **Attend.** = 500
- 8/5 Teen Night at Young American's Theatre Company, **Attend.** = 45
- 8/6 KEXP & Seattle Center present Concerts at the Mural, **Attend.** = 1300
- 8/7 Movies at the Mural - *The Princess Bride*, **Attend.** = 200 and Worthy's Music Showcase
- 8/13 EXP & Seattle Center present Concerts at the Mural, **Attend.** = 900
- 8/14 KEXP & Seattle Center present Concerts at the Mural (KEXP BBQ), **Attend.** = 1600
Community Square Dance, **Attend.** = 50
- 8/15 BrasilFest, **Attend.** = 2000
- 8/17 Adaptive Painting Demonstration, **Attend.** = 25
- 8/20 KEXP & Seattle Center present Concerts at the Mural, **Attend.** = 1300
- 8/21 Movies at the Mural - *Twilight*, **Attend.** = 125 and Indigenous Peoples Day, **Attend.** = 150
International Fountain Featured Music: Chief Seattle's Playlist
- 8/22 Movies at the Mural - *The Twilight Saga: New Moon*, **Attend.** = 175
- 8/26 Chalk Painting: Renaissance Art
- 8/27 KEXP & Seattle Center present Concerts at the Mural, **Attend.** = 1800
- 8/28 Movies at the Mural - *Star Trek*, **Attend.** = 550 and Tibet Fest, **Attend.** = 3000

Summer Highlights – Campus Activities

- Theater Commons opened on June 15 with a highly popular art/sound installation, *Windfall* (temporary, 1% for Art program)
- Seattle Children's Theatre offered outstanding summer workshops
- Center Square opened in June on the former site of north Fun Forest – with family-friendly, interactive elements and a children's garden produced by The Children's Museum
- Intiman Theatre's most successful show to-date ever, *Ruined*, enjoyed an extended run through August 15
- Over 12,500 patrons attended 6 performances of *Tristan and Isolde* at Seattle Opera
- KeyArena welcomed the Eagles, Maxwell & Jill Scott, Smucker's Stars on Ice, S.U. and high school graduations, Rat City Roller Girls, Tool and American Idol Live
- It was the Summer of the Storm as Seattle's own WNBA team proved its mettle as the most winning (by far) professional sports franchise in town
- Bumbershoot celebrated its 40th anniversary with a stellar line-up, many regional and national indie bands, cultural productions, film and comedy, along with visual arts
- NW Folklife, PrideFest, Comcast Bite of Seattle and Festál welcomed diverse communities to Seattle Center for food, culture, entertainment, fellowship and FUN!



Summertime Revenue Streams

Parking:

Revenues from parking this summer have shown a modest increase of 5% (+\$74,000) from 2009 to 2010 (four months May – August). The increase is due, in part, to a mid-year increase in parking rates.

Center House:

Center House sales this summer have shown a modest decrease of 5% (-120,000) from 2009 – 2010. (three months May – July). This decrease reflects lower spending by consumers.

Rentals:

Rental continued to bring earned revenue in and attract visitors from many interest areas, including people who attended events such as:

Pokémon Video and Games Regional Championship, 6/22

2010 Pinball and Game Room Show, 6/10 – 13

Urban Craft Uprising, 7/7 – 10

The Film School Summer Session, 7/12 – 13

Gottman Couples Workshops, various times

Seattle Health Career Fair, 8/11

Seattle Oyster 2010, 8/27 – 28

International Gem and Jewelry Show, 6/23 – 27

Mobile Chow Down Seattle, 7/10

Seattle Diversity Employment Day Career Fair, 7/20

Record and CD Convention, 8/1

Seattle Tattoo Expo, 8/12-16

Seattle Fall Wedding Show, 8/27 – 29

Benefit Runs and Walks:

Seattle Center attracted several returning and new runs and walks this year, including:

March of Dimes Walk, 5/15

2010 Livestrong Challenge, 6/18 – 20

Pasado's Bark of Seattle, 8/1

Danskin Women's Triathlon Sign-up, 8/13 – 14

Komen Puget Sound Race for the Cure, 6/16

2010 Seattle Brain Cancer Walk, 6/25 – 26

Autism Speaks Walk, 8/14

Memory Walk, 9/11



Seattle Center Monorail Connecting the Center to Downtown

- Completion of major refurbishment work on the red train merited a celebration on June 2
- This summer enjoyed 100% train reliability – with the red and blue trains in service
- July was the best single ridership month since 2003
- ***Grass Roots*** a movie about Seattle politics filmed scenes on the Monorail – with a cameo one night by Mayor McGinn
- History Channel filmed a few shots on the Monorail for an upcoming show
- Monorail saw a 10% increase in Folklife ridership over 2009
- During Bumbershoot, ridership increased by 5% over 2009

Ridership figures:

June – 196,230

July – 301,316

August – 260,580



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